



# Recommendation engine development and deployment for a large home improvement and appliance store

## BUSINESS REQUIREMENTS



**Recommendation engine:** Product to product and customer to product recommendation



**Big Data:** Aggregate and Analyze data from multiple channels and multiple data formats including structured and unstructured files



Near real time decision making

## OUR SOLUTIONS



**Data Processing:** Open source Big data solution (Hive/Pig) to process massive amounts of structured and unstructured data



**Data Storage:** Hortonworks Hadoop for collection and storage of unlimited data



**Analytics (Collaborative filtering) Map:** Reduce collaborative filtering implementation in Hortonworks

## TOOLS / TECHNOLOGIES



Hadoop



Mahout



Python

## BUSINESS IMPACT



Multimillion straight dollar saving annually from partner engagement versus in-house and saved license costs

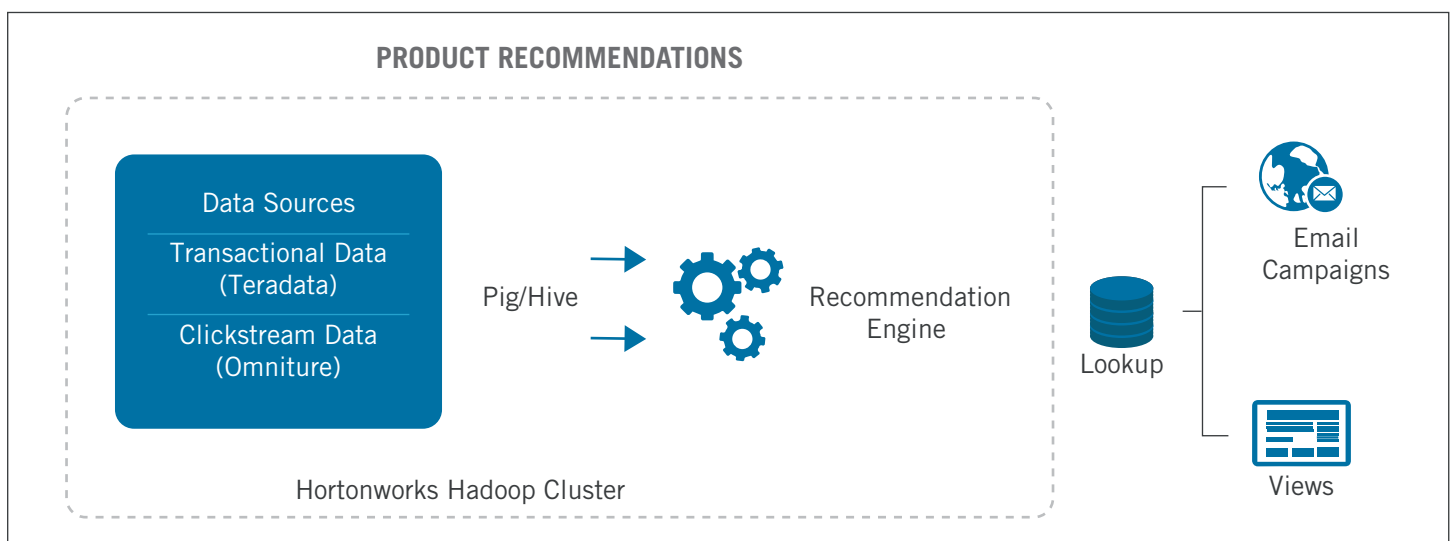


Cutting-edge analytics enabled improved products recommendations



Enhanced Customer Experience resulted in increased revenues

### SOLUTION OVERVIEW



### About Us

Happiest Minds enables Digital Transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc. Happiest Minds offers domain centric solutions applying skills, IPs and functional expertise in IT Services, Product Engineering, Infrastructure Management and Security. These services have applicability across industry sectors such as retail, consumer packaged goods, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality. Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore, Australia and has secured \$ 52.5 million Series-A funding. Its investors are JPMorgan Private Equity Group, Intel Capital and Ashok Soota.

For more information visit [www.happiestminds.com](http://www.happiestminds.com). Write to us at [business@happiestminds.com](mailto:business@happiestminds.com)

